



News Release

FOR IMMEDIATE RELEASE

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Historic Pier Coming Back to Life

Seaside Atmosphere Returning to Malibu Pier

Deal Struck for Return of Restaurants and a Bar

MALIBU, CALIF. – A deal has been struck to return the festive seaside atmosphere of good food and fun to California's legendary Malibu Pier™. It's a deal that returns restaurants and a bar to the pier, completing the business package for the historic landmark.

California State Parks announced today that Malibu Pier™ Partners has signed a subcontract with The Ruby's Restaurant Group and Beachcomber Restaurants to open two restaurants and a bar on the pier this year. The group plans to have "The Beachcomber Bar" open this summer. It will be located on the beach end of the pier. Then, this fall, "The Beachcomber Restaurant", also at the beach end of the pier, will open where the famous Alice's Restaurant once stood. Also opening this fall will be "Ruby's Shake Shack." It will be located in one of the classic historical 1940's buildings at the ocean end of the pier.

"Malibu Pier™ is a Southern California icon in an area once called the Riviera of America," said State Parks' Director Ruth Coleman. "This new agreement with The Ruby Restaurant Group brings a promise that this historic landmark will once again be one of the main attractions of this coastal area. We are delighted the sights and sounds of this legendary pier are coming back."

This business deal with Ruby's will now bring the finishing touches to the restoration of the pier, which was damaged by severe El Nino storms in 1982 and 1983, and again in 1993.

"We are thrilled for this exciting opportunity with the Malibu Pier™," said Doug Cavanaugh, CEO and chairman of The Ruby Restaurant Group. "Our restaurants will offer classic seaside dishes and diner favorites that will complement the pier's beautiful location and rich history."

The restaurants and bar will be joining other attractions by Malibu Pier™ Partners, to include the total list, as follows:

- Ruby's Shake Shack – Guests can belly-up to the counter for a sweet selection of old-fashioned shakes, burgers and fries. To be opened in the fall of this year.

- Beachcomber Restaurant & Bar – In keeping with the rich history of the pier, this restaurant and bar will offer a faithfully restored vintage atmosphere and a menu filled with eclectic coastal dishes. The bar will be opening this summer and the restaurant opening this fall.
- Deep Sea Fishing – Hook the big one on a deep-sea fishing adventure! Sport fishing boat trips depart from the pier twice a day. A short boat ride from the pier takes visitors to some of the best fishing grounds for sea bass, halibut and rockfish. Or, visitors can enjoy a leisurely day of fishing off the Pier itself. Opened last summer. www.malibupiersportfishing.com
- Coastal Boat tours – Malibu's more than 29 miles of stunning and glamorous coastline offers the perfect backdrop for a boat tour with family and friends. To be opened this month.
- Surf Museum – An artfully displayed collection of vintage surf memorabilia will take viewers on a journey through the history of surf culture in Malibu, all within view of the famous Surfrider Beach, a legendary surf break that spawned the birth of surfing in California. To be opened in the fall of this year.
- Gift Shop –Visitors can choose from a selection of mementos to commemorate their visit. To be opened in the fall of this year.
- Beach Equipment Rentals – Catch the wave! Have fun on surfboards, boogie boards, kayaks, and other beach equipment rented from Zuma Jay's at the Malibu Pier™. To be opened this summer.
- Bait and Tackle Shop – Visitors can buy sport fishing and harbor tour tickets and get expert assistance in outfitting themselves for a fun day of fishing or boating. Live bait will be available. To be opened fall of this year.

Malibu Pier™ is at the heart of California's surf culture. Surfers from around the world flock to adjacent Surfrider Beach, known for its legendary three-point break that offers rides of 300 yards or more. The famous beach was immortalized in the book Gidget, published in 1957, and was also the location for the classic 1960's surf films with Frankie Avalon and Annette Funicello.

About The Ruby Restaurant Group

The Ruby Restaurant Group operates 45 family-friendly restaurants in California, Colorado, Nevada, Hawaii, Texas, Arizona, Pennsylvania and Washington. Each Ruby's Diner offers a glimpse back to the 1940s. Bright red vinyl booths, white Formica tables, soda fountains, colorful Coca-Cola posters and commercial art echo the swing era. The Ruby Restaurant Group is a privately held company, headquartered in Newport Beach, Calif. Visit Ruby's online at www.rubys.com.

About The Beachcomber At Crystal Cove State Park

Restaurateur Doug Cavanaugh, of Ruby's Diner, completed the renovation of the beach cottage in August 2006, when The Beachcomber at Crystal Cove State Park opened its doors to the public. For more information, please visit The Beachcomber online at www.thebeachcombercafe.com.

About California State Parks

California State Parks operates 278 park facilities across the State, serving more than 77 million visitors yearly, making it the number one recreational destination in the State. It has more than 190 public-private business partnership contracts with concessionaires like those listed above. Visitors spend more than \$2.6 billion each year in local communities around State parks, making the system a significant economic engine for California's statewide economy. # # #